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Web Fragrant Newsletter

The Independent Fragrant NL

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Dear Reader,

*Enjoy your latest Web Fragrant Newsletter 59!
WFN is free, independent, co-signed by people,
bimonthly, written in English, for professionals
only... And still a pleasure!*

See you in June 2016!

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*Thanks to Jan Henson (Corporate Trainer-English for Business) for rereading
and Sylvaine Delacourte (Guerlain) for blogging (espritdeparfum)*

New coming launches:

Habanita La Cologne by Molinard, Madagascan Jasmine by Grandiflora, Moonlight in Heaven by Kilian, Cierge de Lune by Aedes de Venustas, Extatic Gold Musk by Balmain, Tea collection by Jo Malone, Poudre de Liberté & Liberté Bohème by Au Pays de la Fleur d'Oranger, Adjatay by The Different Company, Dali Haute Parfumerie



■ Fragrant People

Pierre-Constantin Guéros - Symrise

As a perfumer, Pierre had the opportunity to work in Munich, New York City, Paris and Dubai and each of these experiences changed him profoundly. His first olfactory impressions and souvenirs date back to his childhood in his father's atelier, who was at that time a fashion designer. The incredible leathers and furs, he used in his atelier will later inspire him to create rich textural fragrances. Settled today Paris, and working for Middle Eastern clients, where perfume is present in people's everyday lives, Pierre became an expert in Oud fragrances and in the Arabic culture he likes to share with us with emotion and pleasure... Among his clients, let's say: *Police, Avon, Ajmal Al Nabeel, Carolina Herrera, Weinerblut, Jesus del Pozo, Bil Blass...*



Mathilde Laurent - Maison Cartier

Audacious, free, passionate, spontaneous. A kind of rebel attitude with her blond locks...! Mathilde Laurent is very different from other perfumers of her generation. She was not born in the sacred world of Grasse or a perfumers family... When she was a little girl, she just wanted to be an architect like her father. Even if she grew up in a family where flowers and nature surrounded her, she never dreamt of becoming a perfumer. She even hesitated between photography and perfumery until she knew there was a school... After Isipica, she spent 11 years at Guerlain where she created *Shalimar Light* and *Pamplelune*. Mathilde has been a perfumer in house for ten years creating *Roadster, Baiser Volé, La Panthère...* as if she were creating the most refined jewels. She also has fun when she composes without any compromise of cost, *Les Heures de Cartier collection* or bespoke creations. Waiting for another next launch!



L'Atelier Français des Matières - Rémi Pulvéraïl

L'Atelier Français des Matières is a new and unique French fragrance house (100% made in France, located in the French Alps), a *Fablab of Haute Parfumerie* which integrates full service from the ingredients palette (selection of the best raw materials) to the bottled perfume (including the expertise of the further steps: maturation of the fragrance, blend into alcohol, maceration of the perfume, chilling and filtration) until the delivery of the fragrance. **The fragrances are created, from the tools of the atelier, by independent perfumers.**



"Our aim is to embody authentic luxury."



The founder, Rémi Pulvéraïl, was trained in the Charabot Perfumery school in Grasse, and spent almost 20 years experience in the fragrance industry, working for the major fragrance houses (Givaudan): he has been in particular Head of sourcing Naturals at Givaudan, building a unique network of producers worldwide.

To showcase its expertise, its excellence and commitment to quality (a unique charter of Excellence), the Lab has created its own collection of rare perfumes, called **Anthologie de Grands Crus, les parfums millésimés** (vintage perfumes) presented in a luxury set of 4 fragrances created by **Nathalie Feisthauer: Bergamote de G. Franco, Vanille d'Amine, Vétiver de Pierre, Jasmin de Chérifa**). Each perfume bottle is a crafted "mouth blown" crystal bottle. Everything is done as if it were Swiss jewellery.

■ Fragrant What's up?

Fragrances of the World - Michael Edwards

The 32nd annual edition of Michael Edwards' *Fragrances of the World* ® will be released in April this year.

The bilingual English and French guidebook remains perfumery's most comprehensive and accurate classification reference. Dubbed the 'perfume experts' expert', Edwards is the industry's only impartial and independent authority. He makes no charge for listing or classifying new fragrances. He declines both advertising and sponsorship.

The Fragrances of the World ® classification methodology is rigorous: Edwards and his team evaluate every new fragrance and cross-check their classifications with the brands and the perfumers to ensure the accuracy of the listings. For the first time, over 2,000 new fragrances were launched during 2015. The reasons: an explosion in new artisan fragrances, more than 800 compared to some 500 in 2014. Secondly, collections, collections and more collections.



NEW GLOBAL FRAGRANCE LAUNCHES 2014 vs 2015

Source www.fragrancesoftheworld.info
© Michael Edwards 2016

	2014	2015
TOTAL	1768	2044
Feminine	915	954
Masculine	357	349
Shared	496	741
Limited Editions	251	261
Flankers	259	279
Celebrity	72	66
Artisan	526	817

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This year's changes and features include:

A foreword by critic Luca Turin in which he calls Edwards 'the Linnaeus of perfume', describing *Fragrances of the World* ® as "the only comprehensive, historically accurate, factually reliable and artistically consistent database of fragrance in existence"

- Feminine, masculine and shared fragrances now merged into one consolidated index, with their gender indicated by colour
- Discontinued fragrances now listed in a separate index for easy reference
- The new edition showcases Grandiflora's inspiring imagery of raw materials that define each family

Next exciting brand - Nathalie Vinciguerra

Originally, from Corsica, Nathalie has always been passionate about scents. She started her career in Paris in the international marketing division of l'Oréal where over a period of seven years, she acquired in-depth expertise in new fragrance development and international launches.

From 2006 to 2015, Nathalie was the Fragrance Creative Director for **Penhaligon's** and **L'Artisan Parfumeur** where she created, together a fantastic team of Masters Perfumers, a memorable and compelling portfolio of new fragrances, **awarded with two Oscars**.

Following her passion, in 2016, Nathalie felt inspired to begin what will be the most exciting project of her career. At WFN, we are hugely excited to announce that **she will be launching her own fragrance brand in April 2017** as an expression of her spirit: **Happy, generous, vibrant and addictive**.

To keep abreast with Nathalie's exciting news, follow her olfactory journey in the lead up to her launch at [Instagram.com/nathalievinci](https://www.instagram.com/nathalievinci).



■ Fragrant Green Launches

Mentha Religiosa Song - Dear Rose



*Intriguing,
feminine,
vibrant, ...*

Mentha Religiosa Song is the latest fragrance launched this month, in the 'Song' collection, and the 8th of the Dear Rose brand (co-founded by **Chantal Roos and Alexandra Roos** in 2014). The other songs are *Song for a queen*, *White Song*... And the original 'perfumes voices' collection include *A capella*, *Bloody rose*, *I love my man*, *La Favorite*, *Sympathy for the sun*.

The brand has expanded a lot in two years and can be found in prestigious outlets and department stores such as Le Bon Marché, Harrods, Harvey Nichols, Neiman Marcus end of April in the USA, Europe, Russia and Middle East. You will find further information on: www.dear-rose.fr. As many in the brand, this new fragrance is composed by **Fabrice Pellegrin** as a very captivating and original woody oriental, which features a crisp peppermint note, balanced between the freshness of the bergamot and the powdery heliotrop ... this is all combined with a woody earthy ambery incense background. Totally addictive with the hypnotic and quite excentric graphic design of the bottle.

Hermessence Muguet Porcelaine - Hermès

This new poetic Hermessence **Muguet Porcelaine** is one of the latest Jean Claude Ellena's creations for Hermès. The **13th opus** of the collection. Green everywhere – with the leather cap and the color of the juice. A subtle fresh, and green white floral composition to interpret the delicate and fragile lily of the valley. Ellena's stylish creation is an ode to the approaching spring and a homage to Ellena's mentor Roundnitska who created the unique lily reference and masterpiece 'Diorissimo'. It's an olfactory porcelaine.



100% Oud, 100% Luxury - Fragrance du Bois



Oud Vert Intense
by Olivier Pescheux
(Givaudan)

At Jovoy Paris, you should have discovered last month the new shop-in-shop set by **Fragrance du Bois**, a unique French oud fragrances brand born in 2011, firstly launched in Singapore. The luxury perfume house Fragrance du Bois has set out to create the world's largest reference database of Oud perfumes and brands. Three boutiques are now available: Singapore, Kuala Lumpur Malaysia and Bangkok since 2014. The brand is currently launching in Dubai, and other Middle Eastern countries.

Having established itself as a major player, Fragrance du Bois is now making waves on the European market. **Its exclusive use of 100% natural, pure Oud oils** – grown on sustainable plantations managed by the **award-winning Asia Plantation Capital** – make it a unique brand, able to boast the **'Soil to Oil to You' story with genuine conviction**. Fragrance Du Bois has started with the eau de parfum ranges and fragrance pens and will be launching the Bakhloor woodchips and a Huile de Parfum shortly.

'From Soil, to Oil, to You'



All the Oud used by Fragrance du Bois is produced by Asia Plantation Capital, and is guaranteed to be ethically and sustainably sourced and produced. Retail Price ¼ Tola (3gr): 395€ more than 135'000€ per Kg

For further info, visit www.fragrancedubois.com, full of info about oud and know-how, and there is even a oudbook.